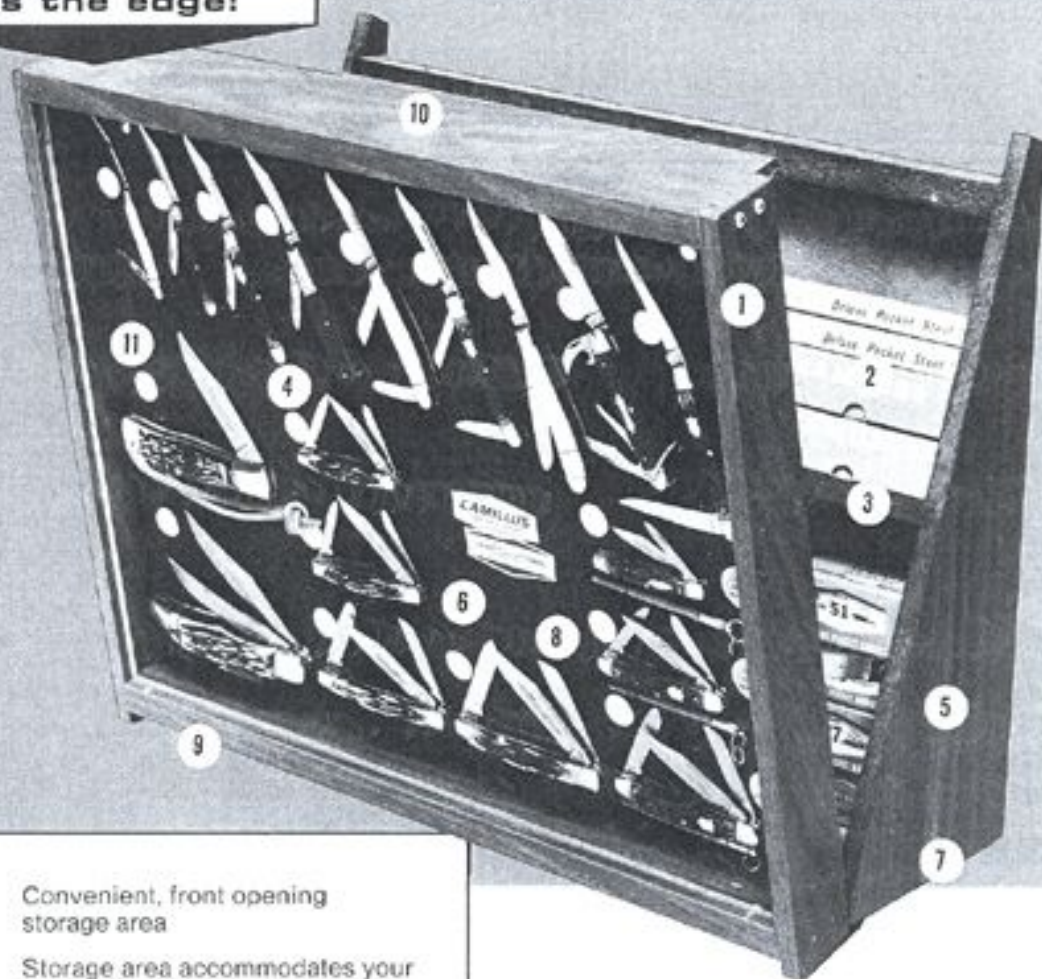


CAMILLUS
has the edge!

... CHECK THESE FEATURES!



- 1 Convenient, front opening storage area
- 2 Storage area accommodates your total knife inventory
- 3 Two strong shelves for orderly inventory
- 4 Knives are factory mounted with all blades in open position
- 5 Rich walnut grained finish
- 6 Deep pile red velvet panel
- 7 Four Nylon feet
- 8 Completely sealed under glass
- 9 Doors anchored with solid steel strap hinges
- 10 PILFER-PROOF locked storage compartment
- 11 All knives are pre-priced and numbered

CAMILLUS KNIVES

For nearly 100 years, Camillus Cutlery Company has been manufacturing quality knives for the discriminate buyer. Each Camillus knife requires 128 or more hand operations. The finest materials are used and rigid specifications strictly adhered to. Each knife is constructed to last a lifetime. Available in many styles and sizes. Camillus quality is built into every knife.

SINCE 1876
CAMILLUS CUTLERY CO.

CAMILLUS, NEW YORK 13031 TELEPHONE (315) 672-8111

#111-10M-1/76

CAMILLUS
has the edge!

SWORD BRAND

NEW PRESTIGE PROFIT

FEATURES

NEW #470

FREE SALES BUILDING MERCHANDISER—Draws your customers attention with magnetic appeal—Creates buying impulse with 41 of the finest hand-made knives beautifully merchandised on deep pile, sky blue velvet.

HIGH PROFIT—FAST TURNOVER with these *Prestige Camillus Knives*—Contents #470 - 3 ea. # 6 - 7 - 8 - 9 - 14 - 20 - 21 - 22 - 25 - 26 - 27 - 29 - 41 - 44 - 48 - 49 - 49P - 51 - 60 - 64 - 65 - 66 - 67 - 69 - 70 - 71 - 72 - 73 - 77 - 78 - 89 - 91 - 99 - 165 - 177 - 179 - 1009 - 1010 - 1011 - 1012 and 1013

Weight 96#. Size—Height 4½' x width 1½' x depth 1'.

To make your job easier, Mr. Dealer, your display has these extra features:

- **PILFER-PROOF**, locked storage compartment.
- **DISPLAY** area sealed under glass.
- **MOVABLE**—glides on free wheeling casters.

NEW #570 PROFIT TOPPER—Now add the newest *Camillus Prestige Knives* to your current offerings with this modern award winning fixture. Attaches to top of any Camillus Floor Case or as a free standing display. Each knife in the #570 carries the famous Sword Brand hallmark of quality and is boxed for the perfect gift.

Contents—3 ea. #26 - 70 - 71 - 73 - 78 - 89. Weight 9#.



FREE DISPLAY

Beautiful walnut grained store fixture — front opening — all the features dealers ask for.

45 top selling jack and hunting knives featured on blue velvet. Each knife is displayed with all blades open, identified by sales number and retail price. Contents — 135 knives, 1 each of the following on the panel and 2 each as back-up stock: 5 - 8 - 9 - 14 - 18 - 19 - 21 - 22 - 24 - 26 - 27 - 29 - 31 - 41 - 48 - 49 - 49P - 51 - 60 - 64 - 65 - 66 - 67 - 69 - 70 - 71 - 72 - 73 - 76 - 77 - 78 - 83 - 89 - 91 - 97 - 99 - 165 - 177 - 179 - 1009 - 1010 - 1011 - 1012 - 1013 - 1014.

#411 DISPLAY

Weight: Total 125 lbs. — packed in two cartons

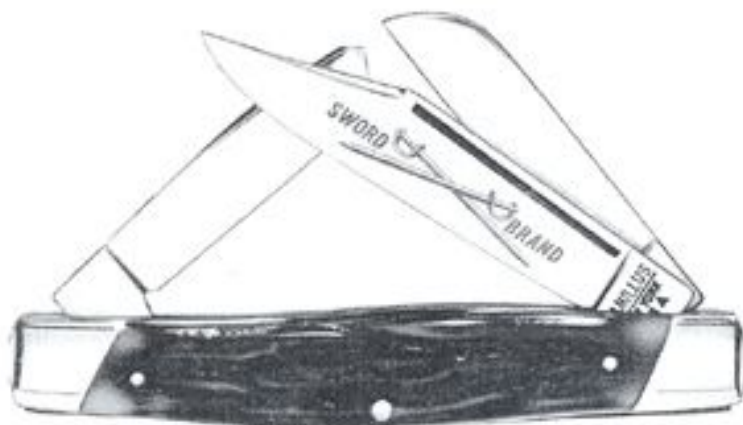
Size: Hgt. 58" x Width 20" x Depth 14"

CAMILLUS
has the edge!

SWORD BRAND

NEW PRESTIGE LINE

**NEW FREE DISPLAY
PRODUCES EXTRA PROFITS!**



NEW DELUXE QUALITY INDIAN STAG KNIVES

INDIAN STAG HANDLES

PARALLEL SLANT BOLSTERS

CARBON SWORD STEEL BLADES

35 HAND-CRAFTED OPERATIONS



NEW #570 PROFIT TOPPER UNIT

3 DIMENSIONAL PLEXIGLAS DISPLAY

FREE STANDING OR TOPPER UNIT FOR CAMILLUS CASE

INDIVIDUALLY GIFT BOXED KNIVES

TOTAL 18 DELUXE INDIAN STAG KNIVES (6 Patterns)

ASK YOUR JOBBER SALESMAN!

Write or call us collect for more information

CAMILLUS CUTLERY CO.

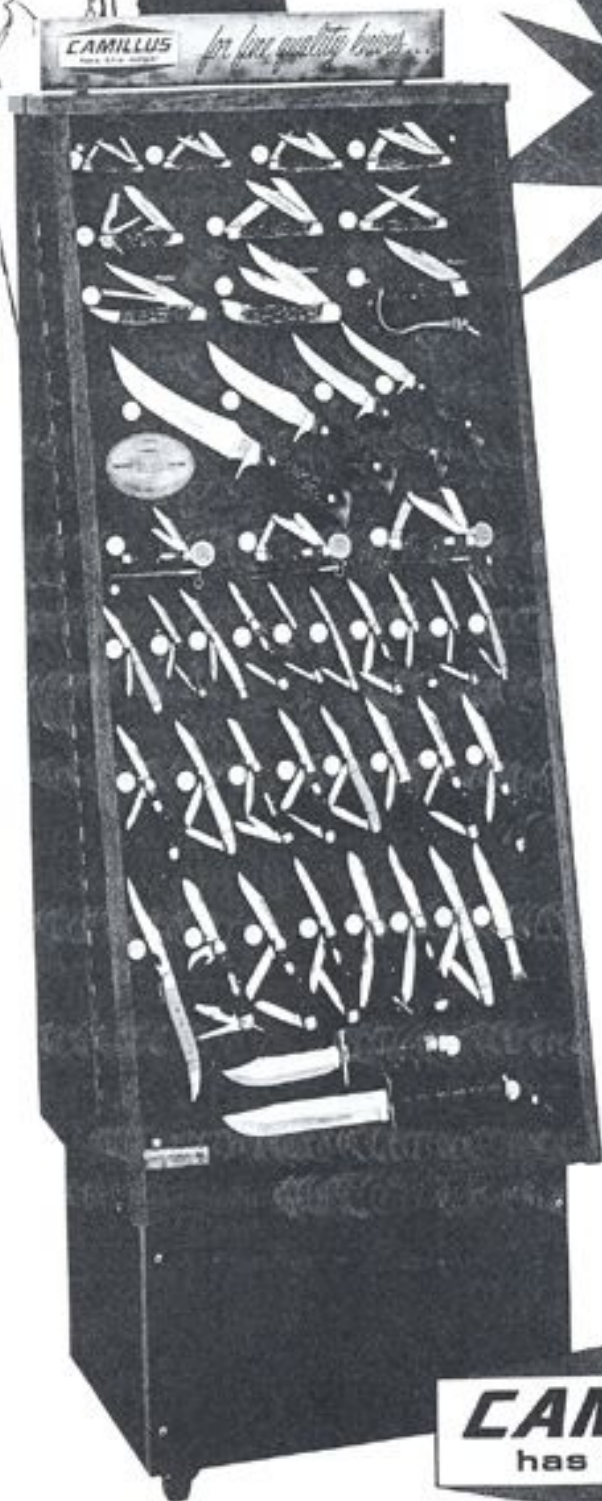
CAMILLUS, NEW YORK 13031 TELEPHONE (315) 672-8111



NEW #470 PROFIT MAKER

- KNIVES YOUR CUSTOMERS ASK FOR
- INCLUDES NEW INDIAN STAG LINE
- LOCKED PILFER PROOF STORAGE
- ON CASTERS—MOVABLE—1 1/2' WIDE
- 3 EA. OF 41 DIFFERENT KNIVES

**THIS SUPER-SALESMAN
CAN BE YOURS . . .**



FREE

**GETS RIGHT DOWN TO
BUSINESS, SELLING QUALITY
KNIVES... FULL TIME**

This attractive, well-balanced floor display can be yours **ABSOLUTELY FREE**. No hidden costs... No gimmicks.

By purchasing only three (3) of each knife shown on left (total of 135), this super-salesman will be shipped to you, fully assembled and ready to sell. It's rich walnut grained finish and deep pile blue velvet panel contrasts beautifully with any decor.

Front opening storage area accommodates your total knife inventory. The inventory, balanced for fast turnover, contains a Camillus quality knife for everyone...the rancher, farmer, woodsman, hunter, fisherman or just plain whittler. Each knife is displayed with all blades in open position for easy inspection and identified by number and retail price.

Put this super salesman on your staff now
... **DON'T DELAY... ORDER TODAY!**

CAMILLUS
has the edge!

DISPLAY #411

Size—Hgt. (w/loader piece) 58",
Width 20", Depth 14"
Weight—110 pounds (in 2 cartons)

SINCE 1876

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CAMILLUS, NEW YORK 13031 TELEPHONE (315) 672-8111

CAMILLUS
has the edge!

SWORD BRAND

FEATURING THE NEW AMERICANA DISPLAYS...

to celebrate our Centennial
Anniversary and the
Bi-Centennial of the
United States!

NO. 421

NEW PROFIT MAKER

- Knives your customers ask for
- Front opening
- Locked pilfer-proof storage
- On casters—movable—only 20 inches wide
- 3 each of 33 different knives
- Display FREE with purchase of knives

Contents: 1 ea. of the following on panel and 2 ea. as back-up: Nos. 6, 7, 8, 14, 19, 21, 26, 31, 35, 48, 51, 64, 65, 67, 69, 70, 71, 72, 73, 76, 77, 78, 89, 97, 165, 177, 179, 1009, 1010, 1011, 1012, 1013, 1014

No. 421—Weight 110 lbs., packed in 2 cartons. Size: Height 58" x width 20" x depth 14"



No. 470

FLOOR DISPLAY—not front opening—lockable storage in back of case.

Contents: 123 knives, 1 ea. of the following on panel and 2 ea. as backup stock: Nos. 6, 7, 8, 9, 14, 20, 21, 22, 25, 26, 27, 29, 41, 44, 48, 49, 49P, 51, 60, 64, 65, 66, 67, 69, 70, 71, 72, 73, 77, 78, 89, 91, 99, 165, 177, 179, 1009, 1010, 1011, 1012, 1013.

No. 470—Weight 97 lbs., packed in two cartons. Size—Height 54" x Width 18" x Depth 12"

Display free with purchase of knives.

No. 411 Floor Display—Same case as No. 421 except for:

Contents: 1 ea. of the following on panel and 2 ea. as back-up stock: Nos. 5, 8, 9, 14, 18, 19, 21, 22, 24, 26, 27, 29, 31, 41, 48, 49, 49P, 51, 60, 64, 65, 66, 67, 69, 70, 71, 72, 73, 76, 77, 78, 83, 89, 91, 97, 99, 165, 177, 179, 1009, 1010, 1011, 1012, 1013, 1014.

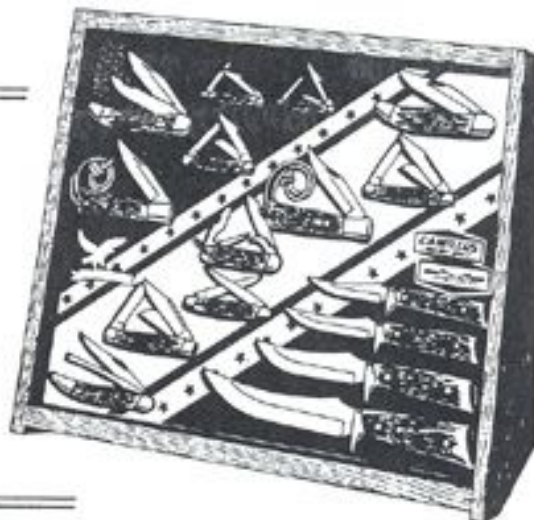
No. 411—Weight 125 lbs., packed in two cartons. Size—Height 58" x Width 20" x Depth 14"

Display free with purchase of knives.

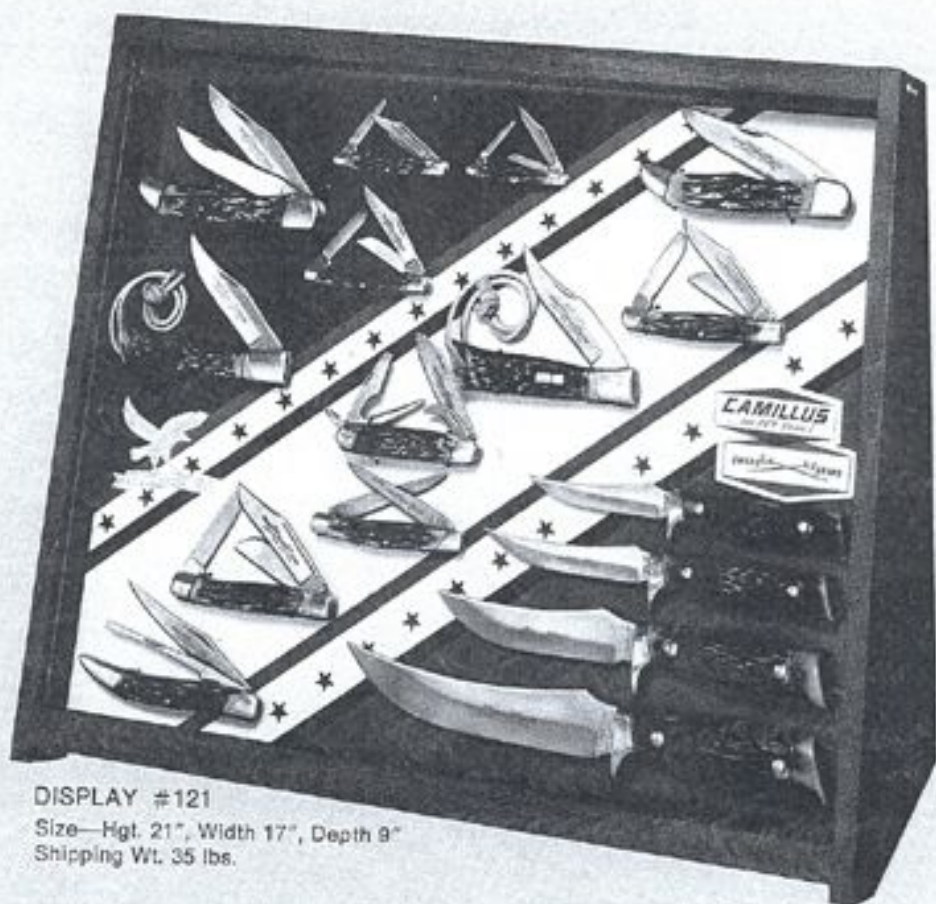
NO. 121

A front opening, pilfer-proof store fixture that merchandises 16 best selling patterns of Camillus knives under glass. Each knife displayed with blades opened and identified by number and retail price. Fixture is of walnut grained wood. Contents: 3 ea. Nos. 6, 7, 8, 19, 26, 31, 70, 71, 73, 78, 89, 97, 1011, 1012, 1013, 1014.

No. 121—Size: 21 x 17 x 9 inches. Shipping weight—35 lbs. Display FREE with purchase of knives.



FREE!



DISPLAY #121

Size—Hgt. 21", Width 17", Depth 9"
Shipping Wt. 35 lbs.

A Bell Ringer IN THE ART OF SELLING

Features:

- ★ Knives pre-mounted on traditional "Americana" panel
- ★ Front opening piller-proof storage compartment
- ★ Two strong shelves for orderly inventory
- ★ Rich walnut grained wood finish
- ★ Completely sealed under glass
- ★ Doors anchored with solid steel strap hinges
- ★ Four Nylon feet to discourage scratching

To help celebrate America's 200th Birthday and our 100th Birthday, CAMILLUS offers you our patriotic salesman . . . the #121 Americana Display.

This handsome and sturdy merchandiser requires about one square foot of counter space.

Does your selling quietly and automatically . . . full time.
A real eye-catcher . . . attracts your "impulse buying" customer.

By purchasing ONLY three (3) of each knife shown in display above (a total of 48), you will receive ABSOLUTELY FREE this profit-producing counter display completely assembled and ready to sell.



SINCE 1876

CAMILLUS CUTLERY CO. Camillus, N.Y. 13031

Tel. 315/672-8111